Automotive News

September 8, 1986

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GM money brings life, stability to Lotus

By Richard Feast
AUTOMOTIVE NEWS STAFF REPORTER

HETHEL, England — General Motors is going to do for Group Lotus what Fiat did for Ferrari in the 1960s: Underwrite a talented but financially strapped company to enable it to become one of the most prestigious names in the industry.

On the one hand, Lotus Cars will be designing and manufacturing high-ticket sports cars that some judge to be among the best in the world. Annual volumes will be between 3,000 and 5,000, or about at the Ferrari level.

On the other hand, Lotus Engineering is gathering a reputation as an engineering and technology [illegible] beginning to rival the famous services of Porsche System in West Germany.

If the outline plan seems promising, it should be remembered that GM bought Lotus for a bargain price. For GM, a concern that will have annual revenues of more than $100 billion this year, spending $33.1 million to acquire total control of Lotus almost comes out of petty cash.

The GM investment in Lotus will not, of course, stop there. Just how much the product program and research and development expansion will cost will be under discussion when the first post-takeover board meeting takes place here Sept. 29.

But whatever the budget for Lotus' five-year plan, it will be tiny in comparison with what GM would have to spend in-house to gain similar facilities and talents.

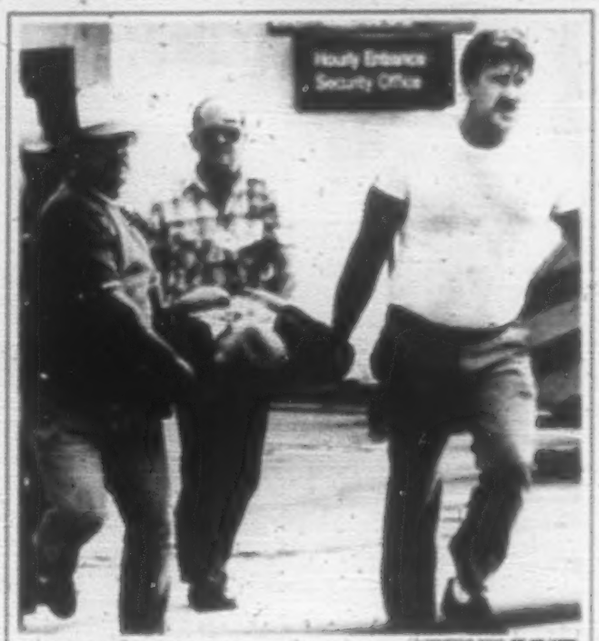
"Small is beautiful," said Michael J. Kimberley, Lotus managing director and chief executive officer. "We can do in a third of the time what large companies can do. And at half the cost."

GM already has one of the best test-track facilities in Europe, Millbrook, about 100 miles west of Hethel. It was built for Vauxhall and Bedford use, but is seriously underutilized these days.

Some observers feel that the initial GM investment will repay itself from the royalties that will come from the Active Suspension patented by Lotus. Kimberley predicts that seven companies worldwide will be using Active Suspension by the early 1990s — most of the components produced by the joint production venture just established by Moog and GM.

The microprocessor-controlled Active Suspension system eliminates conventional springs and dampers. It can "read" road surfaces and react accordingly. Differing ride and handling character-

see LOTUS, page 56



AUTOMOTIVE NEWS/JIM WILLIAMS

This is only a test
Members of the fire brigade and safety staff at Ford's Chesterfield, Mich., Trim Plant remove a person acting as a victim in a disaster training exercise last week. More photos on page 6.

GM learning from past as it plans for LeMans

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

SEOUL, South Korea — General Motors hopes to avoid some of the supply problems that plagued its other imported and joint-venture cars when it brings the Korean-built LeMans to the United States next spring.

GM Chairman Roger Smith said 80,000 to 100,000 of the front-wheel-drive subcompacts will be imported the first year. The car will be sold by Pontiac dealers, and Smith said it will be pitted against the "high-class import cars down in the lower end" of the subcompact group.

Smith was here for the dedication of the expanded production facilities of Daewoo Motor Co., GM's 50-50 joint venture that will produce the car. He said shipments will begin early next year.

On the 80,000-to-100,000 supply issue, Smith said, "You can't really do much less than that and cover all the Pontiac dealers. We found that out with the problems encountered introducing the Nova, the Sprint and Spectrum. We just didn't have enough of them.

"If you start talking one, two or three cars to a dealership, that is simply not enough," he said. "You

see KOREA, page 56

Late-August sales skyrocket, point to bigger September

As August ended, the new-car market could be described as the gold rush of '86.

The gold appeared to belong to the dealers, while eager would-be customers were providing the rush — jamming showrooms from coast to coast.

The shopping hysteria was triggered by the Big Three announcements of attractive financial rates during the month's final 10-day period. That was enough to make sales explode in the last few days of the month.

Additional entries in the annual-percentage-rate derby as September began could turn the first 10 days of this month into a barn-burner.

With 321,040 sales reported by the makers, the Aug. 21-31 period compared with 281,478 for the final period a month earlier and 207,335 a year earlier. The first 10 days of September could reach 400,000.

Said James G. Vorhes, General Motors vice president in charge of the Customer Sales and Service Staff, "The American auto market exploded in the final three days.

"Our first indications of the electrifying effect of the program were overflow crowds in the GM showrooms and a record level of credit applications received from dealers by GMAC."

Vorhes said GM sales for the 10 days were fifth highest in GM history.

Tom Pappert, group vice president of sales for Chrysler Motors, said, "The industry sales numbers are going to go through the roof.

"Our early returns from the last three selling days of the period show our rate of car sales up 111 percent over the early six non-program selling days.

"September should be one of the best months in Chrysler's history and historic for the industry."

At Cadillac, Peter Gerosa, general sales manager, said Aug. 21-31 daily-rate sales were the best in

see SALES, page 58

Incentives stir buyers to frenzy

By Arthur Pius
AUTOMOTIVE NEWS STAFF REPORTER

New-car dealers offering factory financing incentives are claiming tremendous increases in showroom traffic and sales.

However, most dealers contacted by Automotive News say the financing incentives have created an exceptionally soft market for late-model used cars.

General Motors started the ball rolling Aug. 28 when it began offering a 2.9 annual-percentage-rate incentive on more than one million cars and trucks. Chrysler Motors and Ford Motor Co. followed quickly and last week, American Motors and Peugeot joined the fray.

GM is offering 2.9 APR financing on three-year loans from General Motors Acceptance Corp. and 4.9 APR financing on four-year GMAC loans. The loans apply to all 1986-model cars and most light trucks in inventory. There also are optional rebates of $300 to $1,500.

GM dealers reported remarkable sales as a result of the program.

Nick Vitale, sales manager at Joe Panian Chevrolet, Southfield, Mich., said, "In 13 years of selling automobiles, I have never seen anything like it. We sold 168 cars in a four-day period" over the Labor Day weekend.

In a normal four-day span, he said, the dealership might have sold 60 cars.

Another suburban Detroit dealer reported 150 deliveries in a three-day period with most cars purchased on 2.9-APR, three-year loans.

Richard Thompson, finance manager at Jim Burke Buick-Nissan, Birmingham, Ala., said his dealership sold approximately 75 cars in four days. Before the incentives, he said, the dealership sold eight to 10 cars per day.

see INCENTIVES, page 57

Philippine industry withering, seeks aid

By Andrew Tanh
STAFF CORRESPONDENT

MANILA, Philippines — Outside the factory gates of Pilipinas Nissan is a stall called the "Foorman's Canteen." It's an apt symbol of the plight of the auto industry in the Philippines.

Political turmoil and economic distress have crippled a once-thriving auto industry. Production has slumped, the Big Three have pulled out after incurring heavy losses and there is little prospect of early recovery.

Yet that hoped-for recovery will be among the key economic issues on the agenda during President Corazon Aquino's state visit to Washington next week (Sept. 17-19) to discuss her country's situation with President Reagan and other governmental officials.

A jeepney in Manila. They are now the principal form of public transportation in the Philippines.

Trade and Industry Minister Jose A. Concepcion will accompany her — and one of his jobs is to portray an improved investment climate for his country.

But one auto industry spokesman here says, "We

see PHILIPPINES, page 53

INSIDE:

Ford-Alfa venture could happen soon — Page 2

AMC, Nissan look Canadian plant deal — Page 3

Seven lines launch 1987 product lineups — Pages 38-44

NEWSPAPER

AMC's 1987 strategy: Market high and low

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

American Motors President Joseph Cappy unveiled a 1987 product line that is aimed at the performance and sports-car market as well as the low-priced segment of the pickup market.

The first set of 1987 offerings, which feature a sporty version of the Alliance, a short-bed Comanche pickup and a more powerful Jeep engine, will set the stage for what Cappy called "the biggest product launch in the company's history."

Cappy

AMC will add three new car models to its lineup late in the 1987 calendar year when it introduces the French-built Renault Medallion and Alpine and the Canadian-built Premier.

During AMC's new-model preview, Cappy said Jeep sales should reach 200,000 by the end of the calendar year. Last year, 181,000 were sold. He predicted that for 1987, Jeep sales again will reach 200,000 or will increase.

On the other hand, he predicted that calendar-1986 retail car sales will fall to 80,000 units — a 43,000-unit decrease from 1985. He refused to predict 1987 car sales, although he said the subcompact segment will stay about even but with more players jockeying for a share of the segment.

Cappy said AMC's $187 million preferred-stock sale is complete.

He said he expects the agreement to build Chrysler Motors cars in AMC's Kenosha, Wis., plant to be finalized by the end of the month. Meanwhile Chrysler is already spending a modest sum at Kenosha, he said.

The fate of the Toledo plant, where AMC produces nearly all of its Jeeps, has been put on hold, according to Cappy. AMC has said it will close the plant unless the union agrees to profit sharing instead of a per-vehicle repayment of 1982 concessions. The union nevertheless voted for the per-vehicle payment or "wheel tax."

Asked when he would move Jeep production out of Toledo, Cappy said he had no comment.

"They've (the Jeep unit of UAW Local 12) sent me a message that it is not a very good place to do business," said Cappy. The Toledo plant's operating costs are $35 million more than they should be because of the wheel tax and its labor contract, he said. He said the wheel tax alone costs $9 million.

The Jeep unit of UAW Local 12 has not returned to the bargaining table, although the International UAW offered to resume negotiations, he said.

AMC targets the performance market in some of its 1978 commercials, using actor George C. Scott, who touts the GTA to buyers tired of the family sedan. Other commercials stress the power of the new inline six, 4.0-liter Jeep engine.

AMC also will target the price-conscious buyer with commercials in which Scott introduces the Alliance hatchback, formerly the Encore. "Since the Alliance hatchback hasn't been established yet, it's willing to work cheap," Scott says in one closing line.

Jeep commercials and print ads also tout a $8,495 base Comanche. "The Jeep truck anyone can afford.

1987 Buicks at their national press preview in Detroit.

AUTOMOTIVE NEWS/JOE WILLIAMS

Hal Holbrook to star in Buick ads as division targets 850,000 sales

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Buick Motor Division has selected actor Hal Holbrook as its spokesman for the 1987 model year.

Holbrook, a three-time Emmy nominee, will appear in Buick ads that stress the Buick name, not specific products.

Buick would not say how much the actor is being paid. However, his compensation is less than the $1 million American Motors is paying actor George C. Scott to advertise its cars.

Edward Mertz, who became Buick general manager a month ago, said the division is looking for sales of 850,000 units in the 1987 model year. He made the prediction in Detroit last week at the national press preview of the division's new models.

Sales for the 1986 model year are expected to be 750,000 to 760,000 units. Buick's best-ever year was 1984, when sales hit 940,611. Sales in the 1985 model year were 915,270.

"The 850,000 may be a stretch, but that's what we're shooting for," said William Atkinson, Buick general sales manager.

Buick expects to sell more of every line except the Regal, which will be discontinued after the 1987 model year.

Buick hopes to sell 230,000 Centurys, 170,000 LeSabres, 135,000 to 140,000 Somersets/Skylarks, 100,000 Skyhawks, 100,000 Electras, 65,000 Regals, 35,000 Rivieras and 15,000 station wagons.

Buick has scrapped its old advertising tagline of "Wouldn't you really rather have a Buick?" in favor of "Buick. Where better really matters."

Atkinson said the shift in advertising was the result of consumer research, which showed that the division should focus on the brand and on "the people who want what Buick has."

"It's going to be Buick, Buick, Buick until you get sick of seeing the word Buick," Atkinson said. "Hopefully, if you get sick enough, you'll go down to a Buick dealer and he'll sell you the car."

Atkinson said Buick has tried to be credible in its advertising and to tell people that the division is constantly improving its product and service.

Holbrook was chosen to convey that message because of his credibility and stability, Atkinson said.

Other candidates for the job of Buick spokesman were actors Robert Wagner and Robert Stack. Buick did not pursue Stack; Wagner wanted to inject humor into the ads, which Buick did not want.

Edward Mertz, Buick's new general manager, predicts sales will jump to 850,000 for the model year.

AUTOMOTIVE NEWS/JOE WILLIAMS

Since the division has no all-new product for 1987, Buick executives said they will refocus their efforts this year.

Buick's sales and market share have been sliding since their 1984 peak. Sales for the 1986 model year are down nearly 20 percent from 1985.

Buick executives blame the poor performance in the 1986 model year on the lack of availability of V-6 engines, particularly for the Century and the LeSabre, which was a new front-wheel-drive entry for the 1986 model year.

LeSabre production was slow because of plant start-up problems at the Buick City complex in Flint. However, in August, the supply of LeSabre models was 87 days, with 60 days being the desirable inventory level. Buick's total inventory, before General Motors' 2.9 percent financing program was announced, was a 90-day supply.

For the long term, Mertz said, Buick is working on ways to become distinctive from Oldsmobile. In recent years, the two divisions have suffered by competing for the same market.

Nissan may use AMC plant

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Nissan is negotiating with American Motors to build Nissan cars in AMC's Brampton, Ontario plant, according to a high-ranking AMC source.

"Negotiations have been under way for several weeks, the source said. The main obstacle to an agreement is whether AMC will invest in a new paint shop.

Nissan has indicated that it wants to use Brampton for a relatively short time, and AMC officials feel that building a new paint shop would not be worth the investment, the source said.

AMC President Joseph Cappy told reporters last week that AMC had been negotiating for 10 days with a "major Japanese automaker" about building cars at Brampton. AMC presently uses only half of the plant's 60,000-unit annual capacity to build Jeep Wranglers and AMC Eagles.

Cappy indicated that if the Japanese company wanted to produce more than 30,000 units there, Wranglers could be built in AMC's Kenosha, Wis., plant.

AMC has been looking for assembly contract agreements with other automakers since it signed a memorandum of understanding in June with Chrysler Corp. to build Chrysler's standard-sized rear-wheel-drive cars in Kenosha.

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J.R. trades his Mercedes for an Allante

Larry Hagman as J.R. Ewing, and an Allante

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — J.R. Ewing, "Dallas" character and America's favorite villain, is trading in his Mercedes-Benz for a Cadillac.

Actor Larry Hagman will show up in Cadillac's new $50,000 Allante two-seater in the Sept. 26 season debut of "Dallas." He may even refer to the car's American origins in dialog.

Allante is actually an Italian-American hybrid.

The bodies are made in Italy by Pininfarina and are air-freighted to General Motors' Detroit-Hamtramck plant for final assembly with GM chassis and powertrains.

Placing automobiles and other products in TV shows and movies is a long-standing mini-industry in Hollywood. Several companies specialize in that work.

However, Allante's appearance on "Dallas" was arranged by Melissa Effler, Cadillac's Western region public relations manager, who convinced producers that J.R. should be driving an American car.

Although J.R. Ewing is trading in last year's Mercedes 560-SEL for a Caddie on the show, it doesn't mean actor Hagman is promoting the Allante. Cadillac is talking to the actor's agent about permission to use a photo of Hagman in the car. The agent handles Hagman's ad pitches for products — like his TV spots for BVD underwear.

Hagman hasn't yet posed with the Allante, so the world may have to wait until Sept. 26 to see if J.R. Ewing looks as good in a Cadillac as he does in his BVDs.

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Nissan Sentra 1987	Invoice + 700
Nissan Maxima 1986	Invoice + 300
Nissan Stanza GL 1986	Invoice + 300
Nissan 300 ZX 1986	Invoice + 300
Nissan Sentra 1986	Invoice + 300
Nissan Pulsar 1986	Invoice + 200
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Toyota Celica	Invoice + 2000
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AUCTION DATES

American Motors

Sept. 9 — Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Sept. 10 — Minneapolis Auto Auction, Plymouth, Minn., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 11 — Northway Exchange, Clifton Park, N.Y.; Todd Auto Auction, Telford, Pa.; and Evansville Auto Auction, Evansville, Ind.

Chrysler Corp.

Sept. 9 — Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 10 — Columbus Fair Auto Auction, Obetz, Ohio, and South Seattle Auto Auction, Kent, Wash. (special sale)

Sept. 11 — Fredericksburg Auto Auction, Fredericksburg, Va.

General Motors

Sept. 9 — Dallas Auto Auction, Dallas, and Southwest Auto Auction, Phoenix, Ariz.

Sept. 10 — Atlanta Auto Auction, Red Oak, Ga., and Hatfield Auto Auction, Hatfield, Pa.

Sept. 11 — Aptco Auto Auction, Taylor, Mich., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Sept. 9 — Harrisonburg Auto Auction, Harrisonburg, Va.

Sept. 10 — Concord Auto Auction, Acton, Mass.

Sept. 11 — Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas; and Southwest Auto Auction, Phoenix, Ariz.

Used Car Sales
Auction Averages

September to date	$5,234
Month ago	$5,202
Year ago	$4,940

Model Breakdown
Auction Averages

	SEP 1986	AUG 1986	JUL 1986
1986	$12,079	$12,136	$12,574
1985	$8,522	$8,520	$8,522
1984	$6,229	$6,242	$6,259
1983	$5,495	$5,502	$5,501
1982	$4,314	$4,337	$4,358
1981	$3,382	$3,388	$3,395
1980	$2,503	$2,505	$2,528
1979	$2,137	$2,145	$2,164
Overall Average	$5,234	$5,237	$5,196

Street-legal three-wheeler for two passengers

Minikin gives new meaning to the term commuter car

ST. CLOUD, Minn. — A three-wheeled, two-passenger, street-legal, commuter vehicle called the Minikin is being marketed by D&A Vehicles Inc.

The little convertible, priced at $4,990, has a fiberglass body, automotive-style steering and front suspension and a chain-driven rear wheel. D&A says the Minikin cruises at highway speeds and gets up to 70 mpg.

Standard equipment includes automotive lighting and instrumentation, vinyl top with removable side curtains, padded roll bar, seat belts, dual outside mirrors, defroster, sports steering wheel, padded and adjustable bench seat, three-wheel hydraulic drum brakes, locking storage compartment, carpeting and radial tires.

Standard body colors are red, yellow and orange.

A factory-installed towing package will allow the Minikin to be a motor home "tag-along" vehicle. An optional cargo carrier, heater, spare-parts kit, spare-tire kit and other body colors also are available.

The car is powered by a 16-horsepower engine driving through a continuously variable transmission.

The Minikin is 119 inches long and has an 80-inch wheelbase. It weighs 950 pounds.

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GM cites Allen Industries

TROY, Mich. — The manufacturing facility of Allen Industries in Compton, Calif., has been awarded the General Motors SPEAR 1 quality award, the highest rating available to suppliers.

Only 48 of GM's 3,500 suppliers have qualified for the award.

SALES

FROM PAGE 1

history for that period.

William W. Lane, Oldsmobile general manager, said the division sold more than 17,000 cars in one day at month's end. "That's more than we sold in the first 10 days of the month," Lane said.

Overall industry sales in August rose to 952,262, compared with 953,876 a month earlier and 1,075,171 a year earlier. Obviously, without the month-end spurt the full August figure would have been drab.

Sales excitement apparently has washed over onto makes that were not participating in APR incentives.

Hyundai sales for the month numbered a record 20,689 — topping 20,000 for the first time.

Honda reported an alltime record high in combined Honda/Acura sales. Honda said sales totaled 58,291 in August, compared with 43,607 a year earlier. The total included U.S.-built Civics for the first time.

An August record was broken by Jaguar, which racked up 1,676 deliveries. Year-to-date sales also were at the highest level ever.

Import sales in August totaled 278,951, compared with their record-breaking 305,209 a month earlier and 267,581 a year earlier.The month-to-month decline amounted to 8.6 percent.

August domestic sales, at 673,311, compared with 648,667 a month ago and 807,590 a year ago. A spectacular improvement is expected in September. Nonetheless, the month-to-month gain was 3.8 percent.

GM's share of the domestic market was 56.1 percent, a modest recovery from 54.3 percent a month earlier. Ford slipped to 24.1 percent from 26.20 percent. Chrysler's share was sliced to 14.9 percent from 15.2 percent. AMC held even at 0.8 percent.

Honda advanced again, to 3.1 percent from 2.44 percent and Nissan held even at 0.01 percent.

Sales leaders by makes in August were: Ford Escort, 34,731; Chevrolet Celebrity, 31,379; Oldsmobile 88, 30,504; Oldsmobile Ciera, 29,120; Chevrolet Cavalier, 25,004 percent; Chevrolet Nova, 24,702; Ford Tempo, 21,756; Pontiac 6000, 21,535; Honda, 21,201; and Buick Century, 21,111.

Year to date, overall sales totals were 7,508,492, compared with 7,515,428 last year, a decline of 0.09 percent.

U.S. CAR SALES BY MARKETING UNITS

	August, 1986	August, 1985	8 Mos., 1986	8 Mos., 1985
Chevrolet	140,247	154,935	1,185,743	1,153,856
Ford	110,643	120,610	906,524	958,340
Oldsmobile	93,365	100,137	735,948	758,038
Toyota	50,138	63,296	403,144	415,983
Pontiac	67,073	76,943	581,796	542,463
Buick	84,036	76,262	512,981	603,899
American Honda	58,291	43,607	417,464	367,357
Nissan	47,856	54,754	385,079	370,422
Dodge	45,724	40,577	339,132	333,128
Mercury	41,130	51,706	339,834	372,471
Plymouth	34,070	29,265	276,136	259,261
Chrysler	32,334	34,228	239,986	251,952
VWoA	22,891	28,192	195,418	198,030
Hyundai	20,689	—	92,775	—
Cadillac	26,826	27,592	192,946	201,953
Mazda	16,880	19,256	136,993	122,835
Subaru	13,964	16,548	122,969	110,616
Lincoln	11,398	14,331	102,407	106,664
Volvo	10,157	8,451	85,050	76,949
BMW	8,016	7,936	62,671	58,114
Mercedes	7,265	6,614	58,263	59,219
AMC-Renault	5,897	11,941	48,577	91,251
Saab	4,306	3,173	33,287	27,270
Mitsubishi	4,776	4,126	31,973	31,287
Yugo	4,135	—	18,994	—
Porsche	2,958	1,664	20,661	15,969
Jaguar	1,676	1,392	15,325	12,498
Isuzu	3,378	3,091	21,663	17,564
Peugeot	1,036	1,496	8,733	10,933
Alfa Romeo	1,030	352	4,901	3,203
Maserati	50	100	939	882
TOTAL	952,262	1,000,813	7,557,493	7,531,397

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	August, 1986	August, 1985	8 Mos., 1986	8 Mos., 1985
Acura	5,356	—	22,760	—
Alfa Romeo	1,030	352	4,901	3,203
Audi	4,438	6,155	41,350	50,654
BMW	8,016	7,936	62,671	58,114
Chevrolet Spectrum	8,744	4,800	59,563	33,048
Chevrolet Sprint	5,303	1,791	46,294	12,690
Dodge Colt	4,330	1,860	31,686	19,339
Dodge Conquest	181	205	1,882	1,808
Dodge Vista	1,360	792	11,470	6,608
Honda	31,735	33,620	255,229	264,981
Hyundai	20,689	—	92,775	—
Isuzu	3,378	3,091	21,663	17,564
Jaguar	1,676	1,392	15,325	12,498
Maserati Biturbo	50	100	239	882
Mazda	16,880	19,256	136,993	122,835
Mercedes-Benz	7,265	6,614	58,263	59,219
Merkur	1,139	1,124	10,318	4,790
Mitsubishi	4,776	4,126	31,973	31,287
Nissan	47,807	51,129	339,580	355,986
Peugeot	1,036	1,496	8,733	10,933
Plymouth Colt	4,232	1,876	29,454	18,394
Plymouth Conquest	192	207	1,788	1,756
Plymouth Vista	1,264	805	10,809	6,529
Porsche	2,958	1,664	20,661	15,969
Renault	2[illegible]	476	2,616	5,216
Saab	4,306	3,173	33,287	27,270
Subaru	13,964	16,548	122,969	110,616
Toyota	50,138	63,296	403,144	415,983
Volkswagen	12,000	13,479	102,122	94,659
Volvo	10,157	8,451	85,050	76,949
Yugo	3,020	—	14,860	—
TOTAL	278,951	255,816	2,065,442	1,839,661

DOMESTIC CAR SALES

	Aug. 25 to Aug. 31, 1986	Same Period, 1985	Aug. 1986	Same Month 1985	Jan. 1 to Aug. 31, 1986	Same Period, 1985
Alliance	0	0	3,479	6,019	31,705	48,473
Encore	0	0	1,742	4,122	9,444	29,845
Total Renault	0	0	5,221	10,141	41,149	78,318
Eagle	0	0	5,221	1,324	9,622	7,721
Total AMC	0	0	5,221	1,324	9,622	7,721
AMERICAN MOTORS	2,769	6,065	5,589	11,465	45,961	86,039
Horizon	3,671	3,594	10,577	6,567	75,532	60,253
Sundance	774	0	2,144	0	2,794	0
Turismo	2,100	2,216	4,885	4,422	31,223	39,341
Reliant	3,484	5,460	7,433	12,277	87,573	95,124
Caravelle	899	953	1,907	2,070	25,425	23,898
Plymouth	572	309	1,436	1,041	11,538	14,166
Total Plymouth	11,500	12,536	28,382	26,377	234,085	232,582
Laser	1,211	2,743	2,522	4,420	20,263	37,625
LeBaron K	3,692	2,795	7,539	7,348	66,305	60,936
LeBaron GTS	2,946	3,900	6,144	7,069	43,962	46,987
Cordoba	0	0	0	0	0	0
Fifth Avenue	5,072	6,462	10,855	10,478	69,890	69,156
E-Class	0	0	0	0	2,686	18,318
New Yorker	2,630	1,894	5,274	4,913	33,978	18,833
Total Chrysler	15,551	17,694	32,334	34,228	239,086	251,855
Omni	3,522	3,020	9,744	5,574	65,302	51,144
Shadow	745	0	2,090	0	2,693	0
Charger	2,355	2,558	3,427	4,989	34,012	42,352
Daytona	1,566	2,901	3,504	4,703	27,675	36,133
Aries	3,154	4,568	7,068	10,783	67,134	79,010
Lancer	2,102	2,739	4,296	4,885	32,033	32,867
Dodge 400-600	0	0	0	0	0	3,012
Diplomat	1,558	774	3,439	2,531	21,872	26,167
Mirada	0	0	0	0	0	0
Dodge 600	1,947	1,545	4,266	4,245	43,163	34,690
Total Dodge	16,946	18,105	39,853	37,720	293,884	305,375
CHRYSLER MOTORS	43,997	48,337	100,569	98,325	767,055	789,612
EXP	0	516	0	996	0	16,637
Escort	15,668	23,413	34,731	38,286	265,334	289,453
Mustang	5,637	6,864	14,852	12,457	122,527	109,972
Tempo	9,035	14,096	21,756	22,684	171,579	197,894
Taurus	5,965	0	15,889	0	137,575	0
Thunderbird	5,745	9,666	12,681	16,316	97,646	112,842
LTD	238	8,574	719	15,335	22,286	137,952
Crown Victoria	3,688	8,674	10,215	14,536	89,577	113,580
Total Ford Division	45,976	71,823	110,843	120,610	906,524	958,340
Lynx	2,556	5,862	5,709	9,204	44,139	56,824
Topaz	1,828	3,229	4,884	5,127	43,764	52,265
Sable	2,223	0	5,880	0	59,461	0
Cougar XR-7	5,447	7,300	12,183	12,645	84,949	81,199
Capri	464	902	1,133	1,694	8,983	10,946
Marquis	119	4,141	311	7,969	9,561	66,221
Grand Marquis	3,863	7,335	10,092	13,723	78,679	94,396
Total Mercury	16,500	28,958	39,991	50,582	329,516	357,691
Continental	548	929	1,308	2,265	12,448	19,508
Lincoln	3,018	6,094	8,533	10,568	76,445	73,930
Mark VII	620	719	1,555	1,498	13,514	13,557
Total Lincoln	4,184	7,742	11,396	14,331	102,407	106,995
Total L-M Division	20,684	36,700	51,387	64,913	431,923	474,676
FORD MOTOR COMPANY	66,660	108,523	162,030	185,523	1,338,447	1,433,016
Skyhawk	3,484	2,106	6,711	5,954	47,525	61,835
Skylark	0	349	0	1,146	2,522	52,263
Somerset Regal	3,907	3,675	7,539	7,519	62,055	67,444
Century	10,809	13,481	21,111	24,524	180,329	156,514
Regal	2,875	7,498	5,640	13,269	54,921	76,423
LeSabre	7,131	3,405	13,085	8,250	76,896	96,439
Electra	3,498	6,223	6,498	11,499	75,470	57,753
Riviera	1,716	1,980	3,480	4,141	13,264	38,229
Total Buick	33,421	38,518	64,036	76,262	512,961	603,890
Cimarron	1,468	1,475	2,956	2,528	15,441	15,567
Seville	1,205	872	2,126	2,080	10,846	21,100
Cadillac	10,435	9,994	19,310	16,909	152,061	121,709
Eldorado	1,518	1,767	2,832	4,075	14,598	43,568
Total Cadillac	14,724	14,008	26,224	27,592	192,946	201,953
Chevette	1,065	8,439	3,763	15,360	45,749	86,512
Nova	11,955	1,73[illegible]	24,702	3,935	116,786	11,174
Cavalier	11,315	23,14[illegible]	25,004	40,780	261,623	301,939
Citation	6	1,401	27	2,710	1,052	39,034
Camaro	6,938	11,573	13,214	21,821	122,829	147,156
Celebrity	14,499	19,883	31,379	34,403	278,991	247,706
Malibu	0	0	0	0	0	0
Monte Carlo	4,985	3,248	10,154	7,089	74,245	77,406
Chevrolet	7,207	10,77[illegible]	15,701	19,780	155,383	169,421
Corvette	1,008	1,038	2,173	2,429	23,249	25,698
Total Chevrolet	58,709	80,987	126,189	148,344	1,079,896	1,108,118
Firenza	1,388	1,050	2,547	2,528	24,928	36,388
Omega	0	0	0	0	0	0
Calais	4,999	6,59[illegible]	10,040	11,570	84,538	87,551
Cutlass Ciera	15,638	16,224	29,120	30,508	226,126	231,425
Cutlass Supreme	8,521	13,317	13,068	23,005	144,797	153,410
Olds 88	19,094	6,651	38,504	15,794	166,631	144,012
Olds 98	3,677	7,237	6,858	13,229	77,297	80,748
Toronado	845	1,181	1,459	2,663	9,630	23,725
Total Oldsmobile	51,182	53,549	93,395	109,137	736,948	799,027
Fiero	3,247	4,54[illegible]	6,223	9,927	49,300	69,155
1000	815	1,184	1,555	2,009	13,128	5,288
Sunbird	3,194	7,171	8,467	11,982	77,276	82,302
Phoenix	0	0	0	0	0	598
Firebird	3,894	4,665	7,472	9,026	68,653	74,621
Grand Am	6,533	5,278	13,878	7,507	136,019	70,256
6000	11,383	9,942	21,535	17,359	129,182	108,924
Bonneville	1,438	2,702	2,828	5,039	28,134	38,347
Grand Prix	1,405	3,800	2,565	6,503	27,158	39,738
Parisienne	2,208	4,359	4,504	7,880	52,974	45,989
Total Pontiac	39,916	49,576	67,073	78,943	581,798	542,463
GENERAL MOTORS	191,922	230,647	377,440	429,278	3,103,567	3,214,459
VOLKSWAGEN	3,083	3,619	6,453	6,981	51,946	52,888
HONDA	12,600	5,569	21,201	9,987	128,471	102,378
NISSAN	0	2,110	49	3,389	25,510	14,613
DOMESTIC TOTAL	321,841	251,335	673,311	807,590	5,481,957	5,662,681
IMPORT TOTAL			278,951	267,581	2,065,442	1,839,661
INDUSTRY TOTAL			952,262	1,075,171	7,547,493	7,531,397

3-day tent sale sells 1,300 cars

HARRISBURG, Pa. — Seventeen Harrisburg-area new-car dealers sold 1,300 cars, mostly new vehicles, during a three-day, $15 million tent sale sponsored by the Harrisburg Automotive Trade Association.

The event cost each participating dealer $2,447.57, according to promoter Robert D. Lilley, president of Liberty Productions Inc.

Harrisburg newspapers carried two tabloid supplements on the show. Promotion also included 13 billboards and television and radio ads.

More than 1,500 vehicles were on display, and sales hours were from 10 a.m. to 10 p.m. each day.

Court backs FTC on used-car rule

By Helen Kahn
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A three-judge panel of the U.S. Court of Appeals for the District of Columbia has decided that the Federal Trade Commission's decision to drop the "known defects" provision from its used-car rule was procedurally correct.

Thus, the suit brought by Consumers Union to reinstate that provision has failed.

The provision would have required dealers to list on a window sticker any mechanical defect of which they had knowledge.

The decision is also a victory for the National Automobile Dealers Association and the National Independent Automobile Dealers Association because their suit in the Second Circuit opposing the "known defects" provisions became entangled in the District of Columbia circuit case.

The litigation has lingered on even though the used-car rule, which FTC staff started working on in 1975, has been effective since May 1984.

Of interest is the fact that the opinion in the District of Columbia case was written by Judge Antonin Scalia, now a Supreme Court nominee. Scalia, writing for himself and Judge Kenneth Starr, gave a ringing endorsement of the FTC rationale for dropping the original "known defects" provision.

But Chief Judge Patricia Wald, although generally concurring, disagreed strongly with FTC's arguments and gave her own critique. After acknowledging the right of an agency to change its course so long as it justifies its actions by a "reasoned analysis," she added, "This one makes it, but just under the wire."

Consumers Union's counsel Michelle Meier expressed disappointment that the court accepted FTC's "flimsy rationale for gutting its own regulations." She added that consumers need a strong rule just as much now as when FTC issued its original rule with the "known defects" provision in 1981.

Late last week, Consumers Union had not decided whether it would appeal to the full circuit court.

U.S. CAR	Week Ended Sept. 6, 1986	Week Ended Sept. 7, 1985	Week Ended Aug. 30, 1986	Aug. 1986	Jan. 1 to Sept. 7, 1986	Jan. 1 to Sept. 6, 1986
AMERICAN MOTORS	0	2,316	1,464	5,771	78,102	36,955
Renault Total	0	2,316	1,464	5,771	78,102	36,955
Alliance	0	1,941	1,464	5,771	49,876	33,608
Encore	0	675	0	0	28,226	3,347
CHRYSLER MOTORS	15,809	20,419	23,615	90,495	885,210	916,534
Plymouth Total	5,000	6,386	8,310	31,783	280,641	279,712
Horizon	2,400	2,414	3,086	14,828	101,476	117,996
Sundance	700	0	1,990	3,837	0	10,229
Reliant	2,000	3,107	2,982	8,750	113,837	107,882
Caravelle	500	601	746	2,728	33,220	30,969
Gran Fury	200	213	416	1,610	12,108	12,837
Chrysler Total	3,900	6,086	5,880	22,417	289,160	283,346
Laser	0	809	0	0	36,954	27,239
LeBaron	800	652	859	2,305	64,865	66,709
LeBaron GTS	1,000	1,976	1,402	4,334	66,314	47,501
New Yorker/E-Class	700	841	1,255	4,249	48,549	52,258
Fifth Avenue	1,600	1,818	2,363	11,529	78,458	89,639
Dodge Total	6,100	7,986	9,445	36,315	341,409	353,476
Daytona	0	718	0	0	33,591	30,807
Omni	2,000	1,980	3,099	14,706	98,412	113,605
Shadow	600	0	1,009	3,408	0	9,114
Aries	1,800	2,780	2,932	7,820	94,869	84,852
Dodge 600	400	805	621	2,736	44,851	49,847
Lancer	500	1,200	787	2,433	45,703	36,617
Diplomat	800	496	1,097	5,409	24,983	28,434
FORD MOTOR	29,573	27,012	38,946	143,392	1,145,202	1,225,694
Ford Division	22,010	18,414	26,714	96,388	780,546	839,519
Escort	6,856	4,821	7,772	33,355	228,494	265,775
EXP	0	0	0	0	3,838	0
Mustang	3,604	3,822	3,785	8,161	122,031	132,021
Tempo	2,529	2,891	3,590	15,954	129,462	135,606
LTD	0	3,841	0	0	146,974	0
Taurus	8,921	0	9,248	27,817	0	201,847
Thunderbird	0	3,239	2,013	11,112	125,605	104,470
Crown Victoria	0	0	0	0	7,122	0
L-M Division	7,563	8,598	12,232	46,900	364,656	386,175
Mercury Total	4,959	6,570	9,032	34,266	273,110	267,786
Lynx	1,263	890	1,471	6,012	49,953	45,381
Capri	68	346	755	1,433	13,033	12,477
Topaz	797	1,208	937	4,116	39,788	40,213
Cougar	0	2,619	2,909	12,990	92,425	88,351
Marquis	0	1,447	0	0	78,180	0
Sable	2,831	0	2,960	9,745	0	82,764
Grand Marquis	0	0	0	0	4,733	0
Lincoln Total	2,604	2,028	3,200	12,727	111,546	118,389
Continental	261	278	324	1,257	78,172	13,157
Lincoln	1,952	1,515	2,401	9,537	81,010	88,796
Mark VI/VII	391	235	475	1,933	12,364	16,436
GENERAL MOTORS	71,598	65,933	63,254	193,924	3,386,268	2,880,479
Buick Total	14,628	14,665	12,725	40,994	686,619	534,162
Skyhawk	1,388	1,259	1,546	4,822	74,458	59,271
Century	3,377	5,220	3,302	8,969	187,734	163,739
Regal	1,496	2,290	1,278	5,250	91,961	43,235
Skylark (X-car)	0	0	0	0	40,983	0
Somerset/Skylark	1,861	2,515	1,891	3,958	83,943	76,024
LeSabre (fwd)	4,200	0	4,459	13,427	0	103,546
LeSabre Electra(rwd)	312	318	251	1,403	88,402	10,646
Electra(fwd)	2,112	3,051	0	138	83,828	58,214
Riviera	0	12	0	3,007	45,349	19,487
Oldsmobile Total	4,409	3,804	3,884	24,299	349,571	225,312
Cimarron	404	0	457	619	19,080	17,381
Cadillac (rwd)	1,032	13	2,232	8,075	39,151	58,553
DeVille (fwd)	3,038	2,641	3,135	10,233	117,980	113,686
Eldorado	0	17	0	2,293	51,792	18,513
Seville	0	11	0	2,210	27,268	17,077
Chevrolet Total	22,838	22,248	22,205	86,867	1,130,259	877,959
Chevette	2,029	1,903	2,584	5,464	114,284	69,147
Camaro	2,801	2,469	3,233	8,303	145,227	124,200
Cavalier	6,550	7,437	8,035	21,818	340,889	277,398
Celebrity	4,111	3,279	0	277	169,705	166,934
Citation	0	0	0	0	28,899	0
Monte Carlo	2,233	2,306	3,024	11,026	96,957	81,853
Chevrolet	4,472	4,049	4,665	16,251	181,377	141,465
Corvette	512	805	647	2,724	31,979	18,112
Oldsmobile Total	12,179	13,976	11,527	37,190	699,054	703,791
Firenza	864	977	744	2,411	44,105	25,494
Calais	1,997	2,325	2,027	4,173	103,285	80,782
Cutlass Ciera	2,970	4,205	1,773	6,356	246,614	177,399
Cutlass Supreme	1,224	3,455	921	4,006	159,686	89,351
88 (fwd)	3,139	0	3,527	9,917	0	225,069
98 (rwd)	288	0	339	1,312	139,254	13,257
Olds 98	1,977	2,976	2,197	7,149	95,876	77,367
Toronado	0	38	0	1,744	27,222	14,045
Pontiac Total	17,461	12,362	10,973	25,615	457,085	539,055
Acadian**	0	384	377	453	9,957	10,694
Fiero	1,790	1,915	91	706	78,817	46,854
1000	785	920	778	863	22,004	14,345
Firebird	2,075	1,317	1,501	4,893	77,981	77,419
2000 Sunbird	3,082	2,302	3,398	7,461	96,320	95,489
Grand Am	5,994	3,225	4,253	8,467	96,703	153,085
6000	2,904	542	0	439	36,919	98,492
Parisienne	311	1,747	186	2,293	51,464	42,677
HONDA	4,400	2,871	5,465	21,530	105,082	141,958
NISSAN	1,228	1,022	1,151	2,426	29,600	25,182
NUMMI*	3,350	1,400	3,350	16,753	39,902	139,501
VOLKSWAGEN	1,600	0	2,099	4,290	63,635	55,982
Total Cars, U.S.	127,547	120,973	139,253	478,561	5,704,882	5,421,265
Total Cars, Canada	17,049	20,096	14,234	49,131	722,773	708,436
N. American Cars	144,596	141,069	153,487	528,692	6,427,655	6,129,701
N. American Trucks	71,286	78,089	79,194	329,059	2,954,605	3,024,139
North American Cars and Trucks	215,882	217,158	232,681	848,751	9,382,260	9,153,840

*—Partial estimate. **—All Acadians are built for sale in Canada.
Weekly estimates may contain error of one or two units due to rounding.

Car production climbs for August, but remains below year-ago levels

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Domestic auto production in August totaled 526,692, an increase of 2.85 percent over July's 512,118, as several plants resumed output after downtime for model changeover.

But the August build was 4.32 percent below the year-ago month's 550,469.

With all assembly plants closed last Monday for Labor Day, last week's targeted production dipped from that of the prior week.

The makers scheduled 127,547 cars last week, 8.41 percent below the previous week's 139,253, but 5.43 percent more than the year-ago week's 120,973.

So far this year, 5,421,265 cars have been assembled, 4.97 percent fewer than the 5,704,882 completed last year at this point.

Companies split last week's scheduled production as follows: General Motors, 56.13 percent; Ford Motor Co., 23.19 percent; Chrysler Motors, 12.39 percent; Honda of America Manufacturing Inc., 3.45 percent; New United Motor Manufacturing Inc., 2.63 percent; Volkswagen of America, 1.25 percent; and Nissan Motor Manufacturing, 0.96 percent.

Ford has added 36,000 cars to its production schedule for the rest of this year.

American Motors' Kenosha, Wis., plant was idle last week (Sept. 1-5) for inventory adjustment. The plant is expected to resume output Sept. 15.

GM's Pontiac, Mich., (No. 8) plant is down this week (Sept. 8) for inventory adjustment. The plant produces the Oldsmobile Cutlass Supreme and the Buick Regal.

Ford's Lorain, Ohio, plant was down last week for changeover. It is scheduled to return Sept. 22.

Ford slated Saturday (Sept. 6) overtime at three plants: Edison, N.J., Atlanta and Chicago.

Chrysler's Belvidere, Ill., and St. Louis (No. 2) plants were scheduled for Saturday overtime. They also are slated for daily overtime this week.

Canadian output falters

Canadian auto production in August was the lowest for any month in nearly four years.

The month's build of 48,131 was the lowest since July 1982, when 46,413 cars were assembled.

August's output was 16.13 percent below July's 57,390 and 45.96 percent below the year-ago month's 89,072.

Last week's targeted auto production of 17,049 was 19.78 percent more than the previous week's 14,234 but was 15.16 percent below the year-ago week's 20,096.

So far this year, 708,436 cars have been assembled, 1.98 percent fewer than the 722,773 built last year at this point.

Truckmakers assembled 49,895 units during August, 7.40 percent more than July's 46,456 but 12.28 percent fewer than the year-ago months 56,880.

Scheduled output of 11,852 trucks last week was 1.03 percent below the previous week's 11,975 and 19.83 percent below the year-ago week's 14,784.

Year-to-date, 582,138 trucks have been built, 0.81 percent fewer than the 586,873 completed last year at this time.

General Motors' Oshawa, Ontario, truck plant is down until Dec. 8 for model changeover.

U.S. truck production rises

Truckmakers in the United States assembled 270,164 units during August, 2.96 percent more than July's 262,390 but 8.45 percent fewer than the 295,114 produced in August 1985.

Scheduled production of 59,434 trucks last week, a holiday week, was 11.58 percent below the previous week's 67,219 and 3.05 percent below the year-ago week's 61,305.

Year-to-date, 2,442,000 trucks have been assembled, 3.14 percent more than the 2,367,732 completed last year at this point.

Saturday overtime was slated at General Motors' Janesville, Wis., and Baltimore plants. Ford Motor Co.'s St. Louis plant was scheduled for Saturday overtime, and Chrysler Motors slated Saturday overtime in Warren, Mich.

CANADIAN CAR	Week Ended Sept. 6, 1986	Week Ended Sept. 7, 1985	Week Ended Aug. 30, 1986	Aug. 1986	Jan. 1 to Sept. 7, 1986	Jan. 1 to Sept. 6, 1986
AMERICAN MOTORS	95	328	120	245	7,040	2,729
FORD MOTOR	8,450	9,010	9,881	41,870	341,075	354,606
GENERAL MOTORS	8,323	10,578	4,008	5,746	367,743	344,249
VOLVO	180	180	225	270	6,906	6,856
Total Cars, Canada	17,049	20,096	14,234	48,131	722,773	708,436

U.S. TRUCK☆	Week Ended Sept. 6, 1986	Week Ended Sept. 7, 1985	Week Ended Aug. 30, 1986	Aug. 1986	Jan. 1 to Sept. 7, 1986	Jan. 1 to Sept. 6, 1986
CHEVROLET	18,200	18,874	19,845	78,910	813,846	809,504
DODGE	3,000	4,574	4,202	15,461	147,988	70,291
FORD	24,292	21,674	28,116	115,728	813,162	977,400
GMC	5,620	6,037	5,422	23,485	255,351	247,959
NAVISTAR	1,230	1,325	1,286	6,416	52,540	48,017
JEEP	3,200	5,000	4,059	12,182	145,291	123,460
NISSAN	1,482	2,031	1,939	8,080	73,001	62,477
AM GENERAL*	50	40	50	210	1,740	1,702
MISCELLANEOUS*	2,300	1,750	2,300	9,980	64,803	80,040
Total Trucks, U.S.	59,434	61,305	67,219	270,164	2,367,732	2,442,000

CANADIAN TRUCK	Week Ended Sept. 6, 1986	Week Ended Sept. 7, 1985	Week Ended Aug. 30, 1986	Aug. 1986	Jan. 1 to Sept. 7, 1986	Jan. 1 to Sept. 6, 1986
AMERICAN MOTORS	612	0	757	2,161	0	18,988
CHRYSLER	7,000	7,383	7,528	32,868	272,435	271,989
FORD	2,988	2,790	3,579	14,135	111,931	111,541
GENERAL MOTORS	1,192	4,427	0	52	195,200	173,223
NAVISTAR	180	184	111	659	5,207	6,437
Total Trucks, Canada	11,852	14,784	11,975	49,895	586,873	582,138
N. American Trucks	71,286	76,089	79,194	329,059	2,954,605	3,024,139

☆—Includes vehicles over production. *—Estimates.
Cars: Includes commercial cars. GM General includes government-chassised vehicles.
Miscellaneous: Includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Renault-Saviem, etc.
Weekly estimates may contain error of one or two units due to rounding.

Ford to close Canton plant

Ford Motor Co. announced last week it will close its Canton, Ohio, forge plant by 1990, eliminating the jobs of some 984 hourly and salaried workers.

The Canton plant is Ford's only forge facility.

The automaker blamed the phase-out on high operating costs, vehicle downsizing and the switch to front-wheel-drive cars.

Ford said it spent 18 months studying the world market for forgings before determining that Canton could not be made competitive.

Plans call for Canton to end production of certain "unprofitable or low-return" components within the next six months, eliminating 250 jobs. Within 12 months, 30 percent to 40 percent of the plant's present business will be sourced to outside suppliers. All operations will end by late 1989 or 1990.

The Canton plant produces nearly 200 different components, including driveshafts, axle shafts, pinion gears, steering and suspension parts and truck I-beams.

Ford will switch to offshore sources for about 20 percent of its forging requirements.

The company said it would offer retirement benefits to those who qualify and try to place as many remaining eligible workers as possible at other facilities.

NUMMI builds first Toyota

FREMONT, Calif. — The first U.S.-built Toyota was assembled last Thursday (Sept. 4) at the New United Motor Manufacturing Inc. plant here, a product of the Toyota-General Motors joint venture.

Output of the 1987 Corolla FX-16 model is scheduled to start at about 15 units per day.

NUMMI anticipates production of 230 Corollas per day by mid-October, along with the 620 Chevrolet Novas per day now built at the Fremont plant.

The front-wheel-drive Corolla hatchback is equipped with the same 1.6-liter engine as the Toyota MR2 and will be priced to compete with Volkswagen Golf/GTI and Mitsubishi Mirage.

The NUMMI Toyota is scheduled to arrive at dealer showrooms in early October.